**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend ITS America Conference & Expo 2024, the premier event that brings together decision-makers and their supporting teams from public and private sector transportation agencies to explore *Accelerating Digital Transformation* and learn about the implementation of new technologies and solutions that will enable a safer, greener, and smarter transportation system, at the Phoenix Convention Center in Phoenix, Arizona, April 22-25, 2024. ​

ITS America Conference & Expo allows the smart mobility community to come together to explore the deployment of intelligent transportation technologies that saves lives, improves mobility, promotes sustainability, and increases efficiency and productivity.​

This event features one of the largest showcases of ITS suppliers that can provide solutions for our unique needs – covering emerging technologies, digital infrastructure & communities, automated vehicles, vehicle-to-everything (V2X), multi-modal, equitable mobility, climate resilience & sustainability solutions, and more.

Plus, in addition to suppliers, ITS America Conference & Expo offers a robust conference program including product demonstrations, panel discussions, and technical presentations, giving me a new perspective and skills to implement into current projects.

Here are a few ways my attendance will help the team:

* **Competitive research**: I’ll be directly exposed to key players from other leading companies. This is a chance to monitor progress and measure the results of the implementation and deployment of other ITS technology.
* **Comprehensive education**: I’ll get expert insights and hear from top mobility experts, CEOs, CTOs, and key decision makers that shape the future of ITS today.
* **Supplier analysis**: I will evaluate exhibitors to find the best fit for solving our current challenges and inspiring new methods for our projects.

Please let me know if you need any additional information and thank you for considering my proposal.

Sincerely,

[your name]